



**Missouri Travel Barometer**  
**August 2015 Report**  
**(Data available as of 09/11/15)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**August Report Highlights**

**Lodging Statistics: 2015 Calendar Year to Date through July**

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy while other states are showing stronger growth in Demand, ADR and RevPAR.

**Missouri Lodging:**

Demand up 3.6% -- Occupancy up 2.9% -- ADR up 4.4% -- RevPAR up 7.4%

**SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through June**

- For FY14, a 4.9% (\$549.9 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- In FY15, a 6.2% increase (\$725.3 million) is indicated from preliminary reports on 17 SICs
- For CYTD15, a 6.8% (\$391.0 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-June

**Website Visits: 2015 Calendar Year to Date through August**

- Total web visits (main site and mobile visits) were up 18.6% for August CYTD compared to the same period in 2014
- Total web visits (main site and mobile visits) were down 15.9% for August 2015 compared to August 2014
- Blog web visits were up 784.3% for August CYTD compared to the same period in 2014

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2015 Calendar Year to Date through August**

- 137,266 responses for 2015 YTD – an increase of 48.7%
- Expansion Markets are showing the largest percentage of growth—197% YTD

**Welcome Center visits: 2015 Calendar Year to date through August**

- For CY 2015 the centers are down 16.2% for August CYTD compared to the same period in 2014
- For the month of August only compared to last August, there was a 14.1% decrease

**Commercial airport deplanements: 2015 Calendar Year to Date**

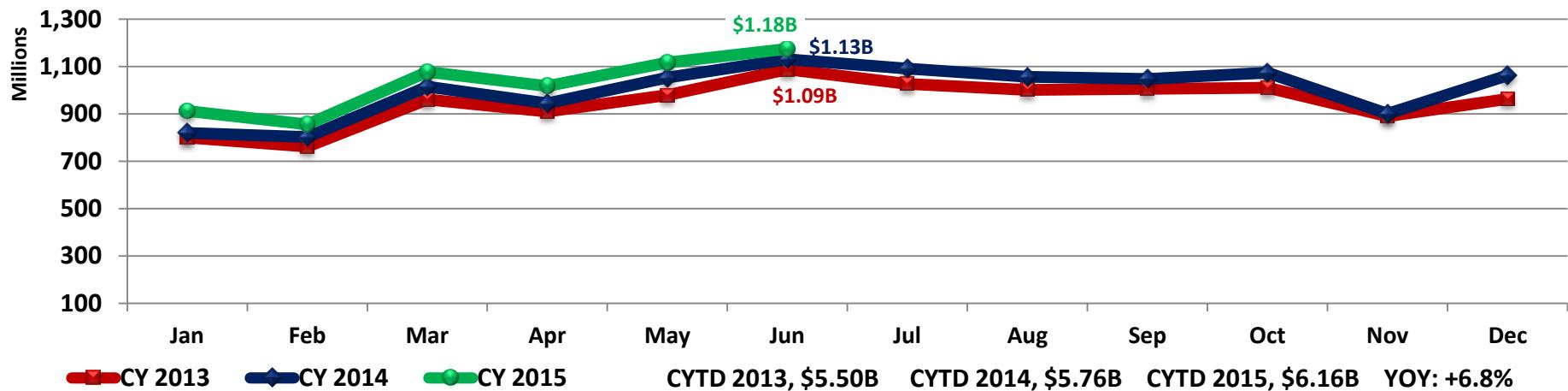
- Columbia up 26.3% for Jan – Aug 2015
- Springfield up 5.8% for Jan - July 2015
- All airports up 3.7% for Jan – May 2015

**nSight-Searches and Bookings on third-party travel websites**

- Conversion for travel (Booking) to Missouri across third-party sites was down 9.28% for August YOY
- Top booking cities for August YOY were Chicago, Dallas, Minneapolis, and Omaha
- Top 5 booking international cities were Toronto, Berlin, Buenos Aires, London and Lisbon
- Volume for third-party travel site searches for Sept 1 – Oct 30 shows 13.21 million searches for Missouri

*Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight*

## Sales Revenue from 17 Tourism SICs



## Total Web Visits

